

ABSTRACT OF THE DISCLOSURE

Techniques are described for delivering search results pages to the users of a search engine, where one or more search result listings on the search results pages include one or more items that are associated with links to resources that satisfy a related search and that satisfy a specified condition. The items that are delivered with the search results may be associated with a party that is different than the party that controls the resource to which the link is associated, and may be delivered such that any item that is displayed based on the item's association with a link to a resource is displayed in a frame of display that is different than a frame of the display in which the link to which the item is associated is displayed.